



Station Order Revised Add to Schedule Heinrich for Senate 2012

211721

Market: Albuquerque

Flight Dates: Tuesday, October 02, 2012 to Sunday, October 07, 2012

Estimate ID

12261

Contact: Jim Giudicessi

Email: Jim.Giudicessi@krqe.com

Phone: 505-246-2222

Fax: 505-944-0259

Direct: 505-998-9530

Jim
10/1/12

KASA-TV

Program Name	DP	Days Length	Gross Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct 02	Oct 03	Oct 04	Oct 05	Oct 06	Oct 07	
Judge Mathis 1:00 PM 2:00 PM	DT	M-F 30	\$30.00 \$30.00	5 1						1
Funny Videos 4:00 PM 5:00 PM	EF	M-F 30	\$100.00 \$300.00	3	1	1	1			3
Sold out at LUR per KASA. Move to L4 to clear.										
New Girl/Mindy 8:00 PM 9:00 PM	PT	Tu 30	\$1,500.00 \$1,500.00	2 1						1
Sold out at LUR per KASA. Move to L2 to clear.										
X-Factor 7:00 PM 8:00 PM	PT	Th 30	\$1,300.00 \$1,300.00	5		1				1
KASA 9p News 9:00 PM 9:30 PM	LN	M-F 30	\$400.00 \$800.00	5	1		1			2
KASA 9:30p News 9:30 PM 10:00 PM	LN	M-F 30	\$300.00 \$300.00	5		1				1
Saturday 9:30p News 9:30 PM 10:00 PM	LN	Sa 30	\$250.00 \$250.00	5				1		1
Sunday 9:30p News 9:30 PM 10:00 PM	LN	Su 30	\$275.00 \$275.00	5					1	1
Station Gross Totals			\$4,755.00	2	2	3	2	1	1	11

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastategies.com

Date/Time Sent: 10/1/2012 11:14:05 AM

KASA-TV

Page 1 of 1

Spot Manager: All, 10/02/12-10/07/12

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
Station: KASA									
Advertiser: POL/Heinrich for Senate (D)									
Agency: Media Strategies & Research									
Line: 1									
Time Period: 1p-2p									
211721	12261		10/02/12	:30	P5	1:20:25 PM 10/2 - 10/7/2	MHTV1206H		\$30.00
									\$30.00
									\$30.00
Line: 2									
Time Period: 4p-5p									
211721	12261		10/04/12	:30	P3	4:45:33 PM 10/2 - 10/7/2	MHTV1207H		\$100.00
211721	12261		10/03/12	:30	P3	4:45:33 PM 10/2 - 10/7/2	MHTV1207H		\$100.00
211721	12261		10/05/12	:30	P3	4:13:41 PM 10/2 - 10/7/2			\$100.00
									\$300.00
									\$300.00
Line: 3									
Time Period: 8p-9p									
211721	12261		10/02/12	:30	P2	8:17:29 PM 10/2 - 10/7/2	MHTV1205H		\$1,500.00
									\$1,500.00
									\$1,500.00
Line: 4									
Time Period: 7p-8p									
211721	12261		10/04/12	:30	P5	7:30:35 PM 10/2 - 10/7/2	MHTV1206H		\$1,300.00
									\$1,300.00
									\$1,300.00
Line: 5									
Time Period: 9p-930p									
211721	12261		10/04/12	:30	P5	9:08:11 PM 10/2 - 10/7/2	MHTV1207H		\$400.00
211721	12261		10/05/12	:30	P5	9:16:27 PM 10/2 - 10/7/2			\$400.00
									\$800.00
									\$800.00
Line: 6									
Time Period: 930p-10p									
211721	12261		10/04/12	:30	P5	9:56:35 PM 10/2 - 10/7/2	MHTV1206H		\$300.00
									\$300.00
									\$300.00
Line: 7									
Time Period: 930p-10p									
211721	12261		10/06/12	:30	P5	9:59:05 PM 10/2 - 10/7/2			\$250.00
									\$250.00
									\$250.00
Line: 8									
Time Period: 930p-10p									
211721	12261		10/07/12	:30	P5	9:48:57 PM 10/2 - 10/7/2			\$275.00
									\$275.00
									\$275.00
									\$4,755.00
									\$4,755.00
									\$4,755.00
									\$4,755.00
									\$4,755.00

[Sorted by: Line]

Jim Giudicessi

From: Joan Ledbetter
Sent: Monday, October 01, 2012 4:29 PM
To: Jim Giudicessi
Subject: FW: Spot - Preempt: POL/Heinrich for Senate (D) - 211721

JOAN

Joan Ledbetter
KASA National Sales
ph: 505-998-9531
fx: 505-944-0259

-----Original Message-----

From: Shari L. Busse
Sent: Monday, October 01, 2012 4:21 PM
To: Joan Ledbetter
Subject: Spot - Preempt: POL/Heinrich for Senate (D) - 211721

Station: KASA

Order Information:

Order #: 211721
Order Total: \$4,755.00
Agency: Media Strategies & Research
Advertiser: POL/Heinrich for Senate (D)
Product: 10/2 - 10/7/2012
Estimate #: 12261
Flight Dates: 10/02/12 - 10/07/12
Demo: Adults 35+

Sales Information: KASA National House, National House, National

The following spot(s) have been preempted:

Preempted Spot Information (211721-5-1):

Rate: \$400.00
Air Date: Wed 10/03/12
Eligible Days: --W--F----
Inventory Code: M-F News 13 on FOX 9p
Inventory Description: M-F News 13 on FOX 9-930p
Inventory Code Time: 9p-930p
Spot Type: NM
Length: :30
Channel(s): [1] KASA
Priority: Section 5
Preempt Reason: Program Change

MG 9-930P
LN THIR 10/4

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE****STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:**KASA-TV Albuquerque****Date:****10/1/2012**I, Media Strategies and Research,being/on behalf of: Martin Heinrich, a legallyqualified candidate of the Democratic politicalparty for the office of: U.S. Senatein the Generalelection to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Tuesday, October 02, 2012			Sunday, October 07, 2012		

Total Charges: \$4,755.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Monday, October 01, 2012

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title